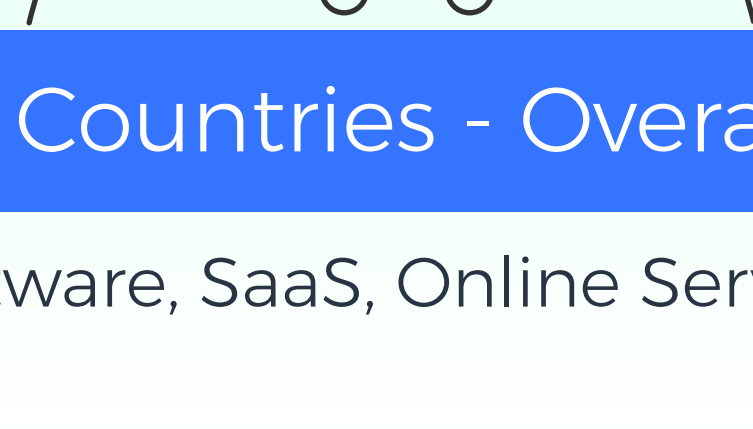


2Checkout 2017 H1 Digital Commerce Benchmark

Trends in Global Software, SaaS & Online Services Sales



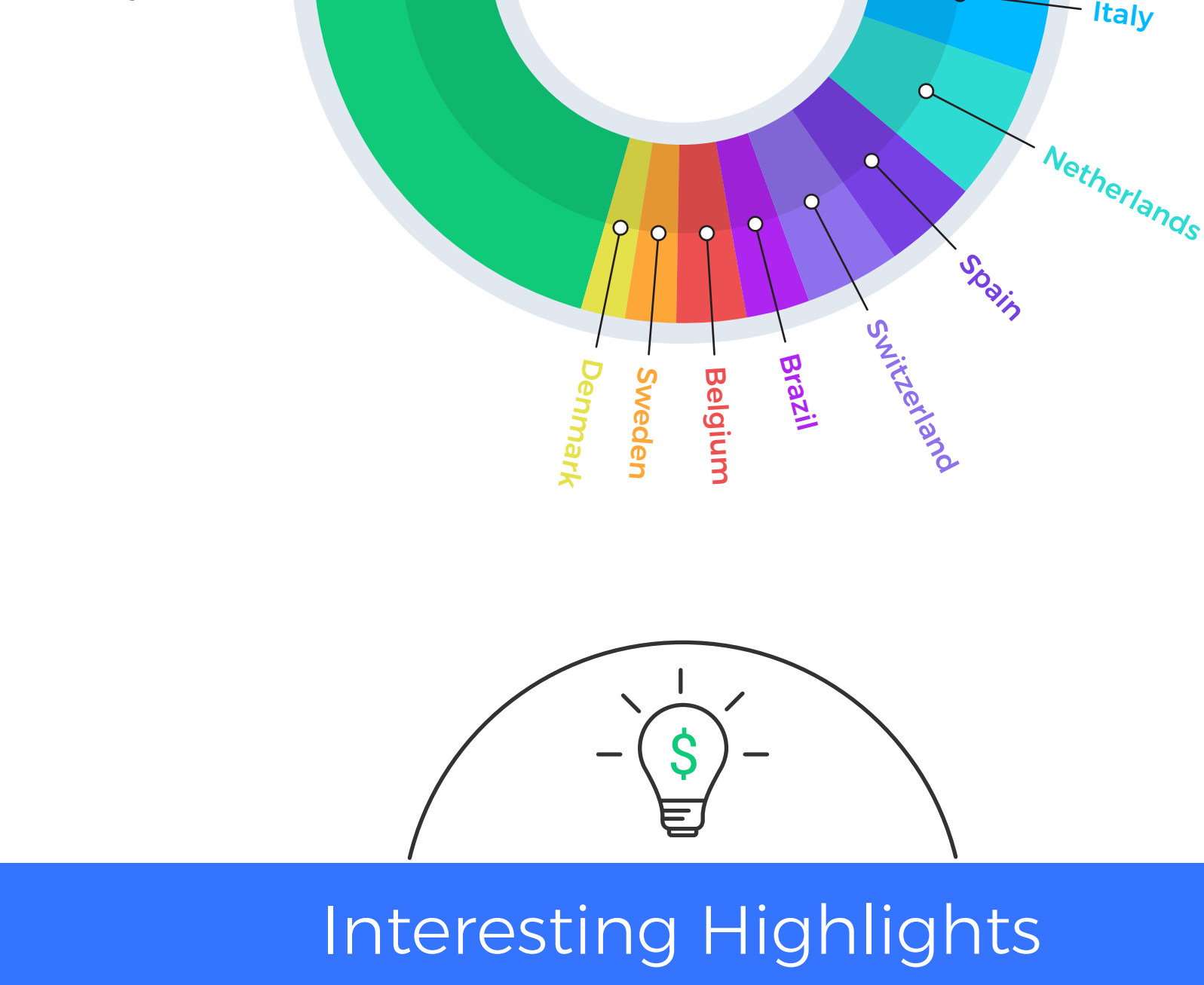
Top 10 Countries - Overall Sales

Software, SaaS, Online Services



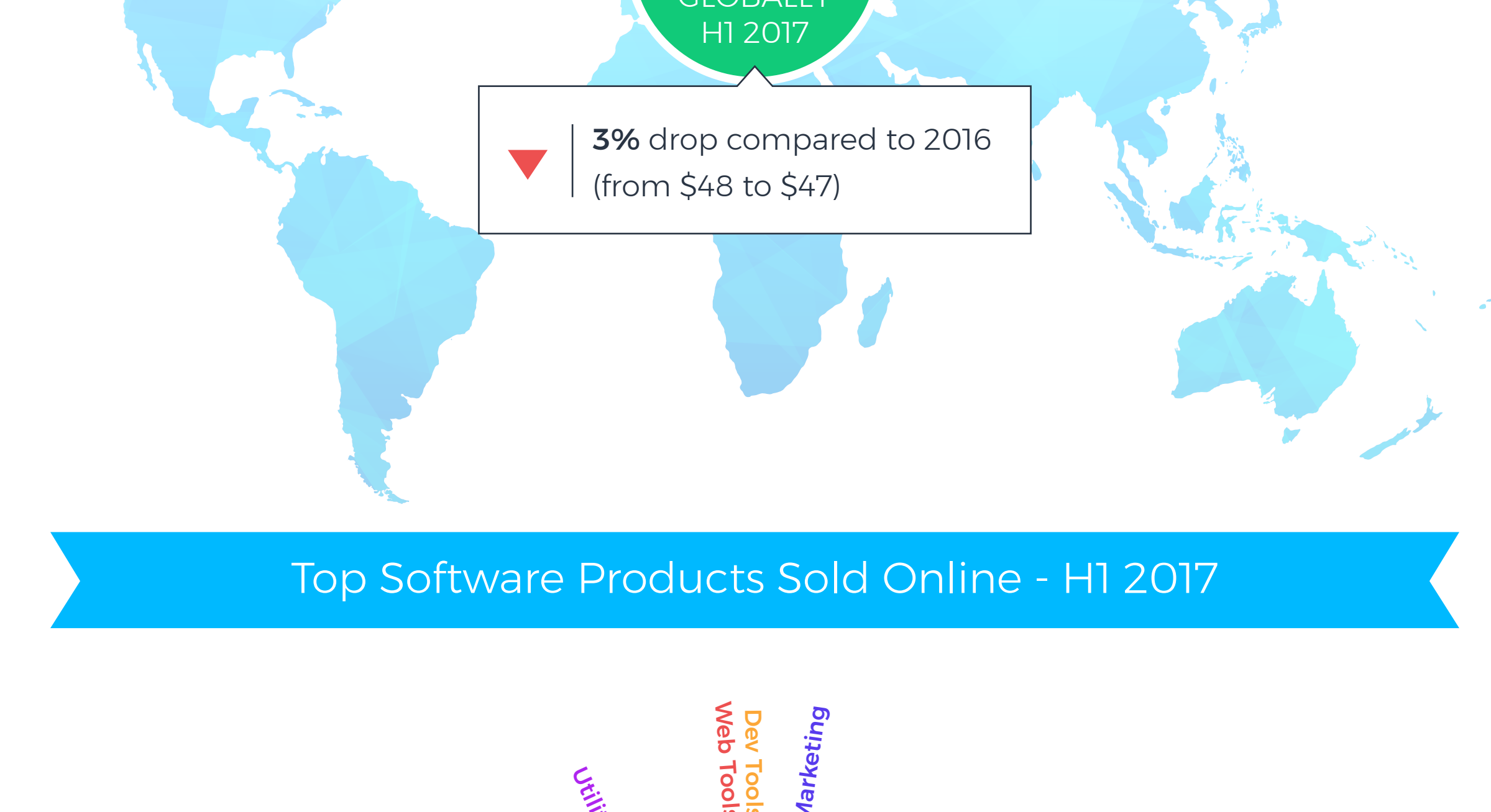
Top 10 Non-English Speaking Countries

31% of Total Global Software, SaaS & Online Services Sales

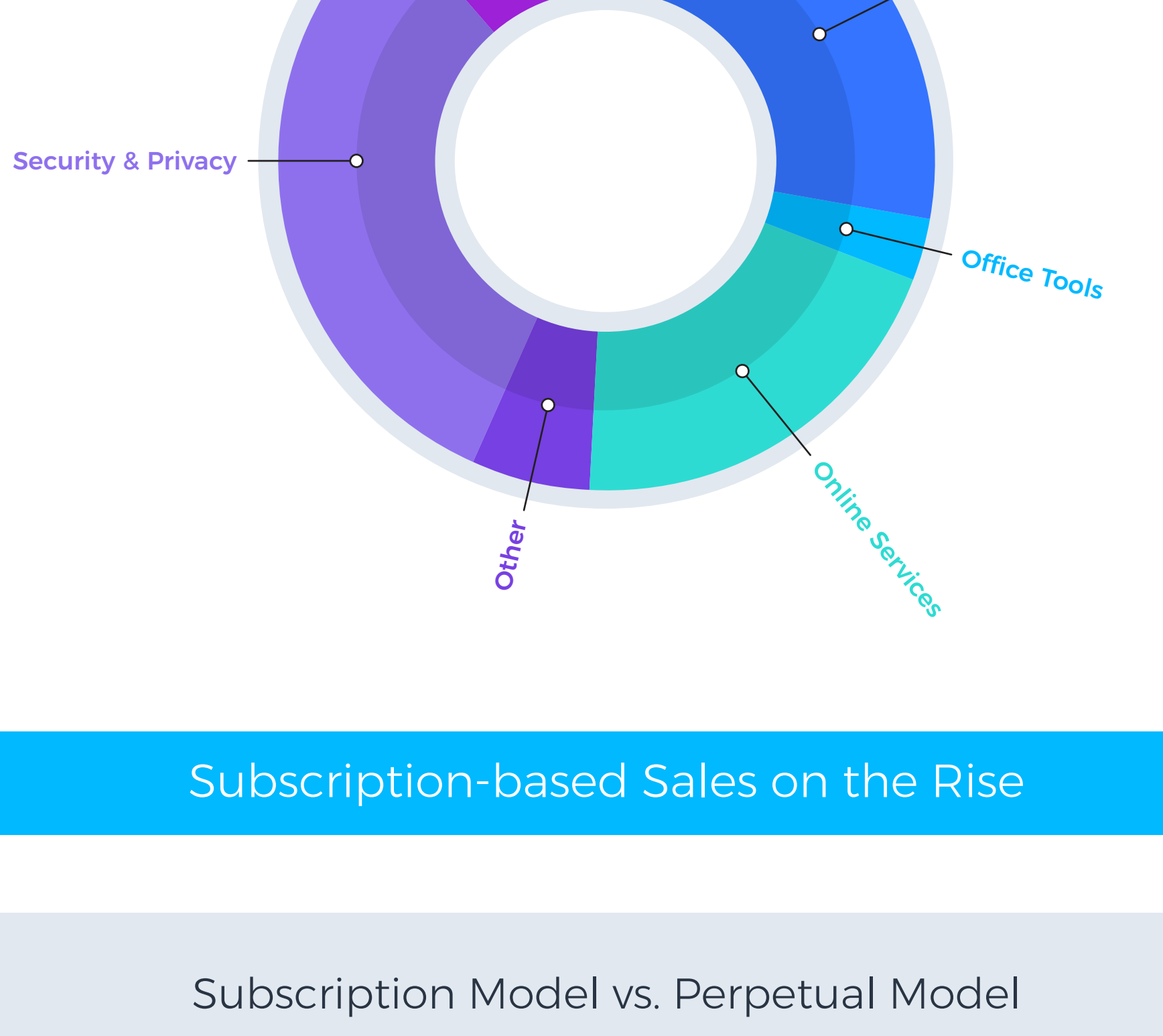


Interesting Highlights

Average Order Value for Software, SaaS, Online Services Sales

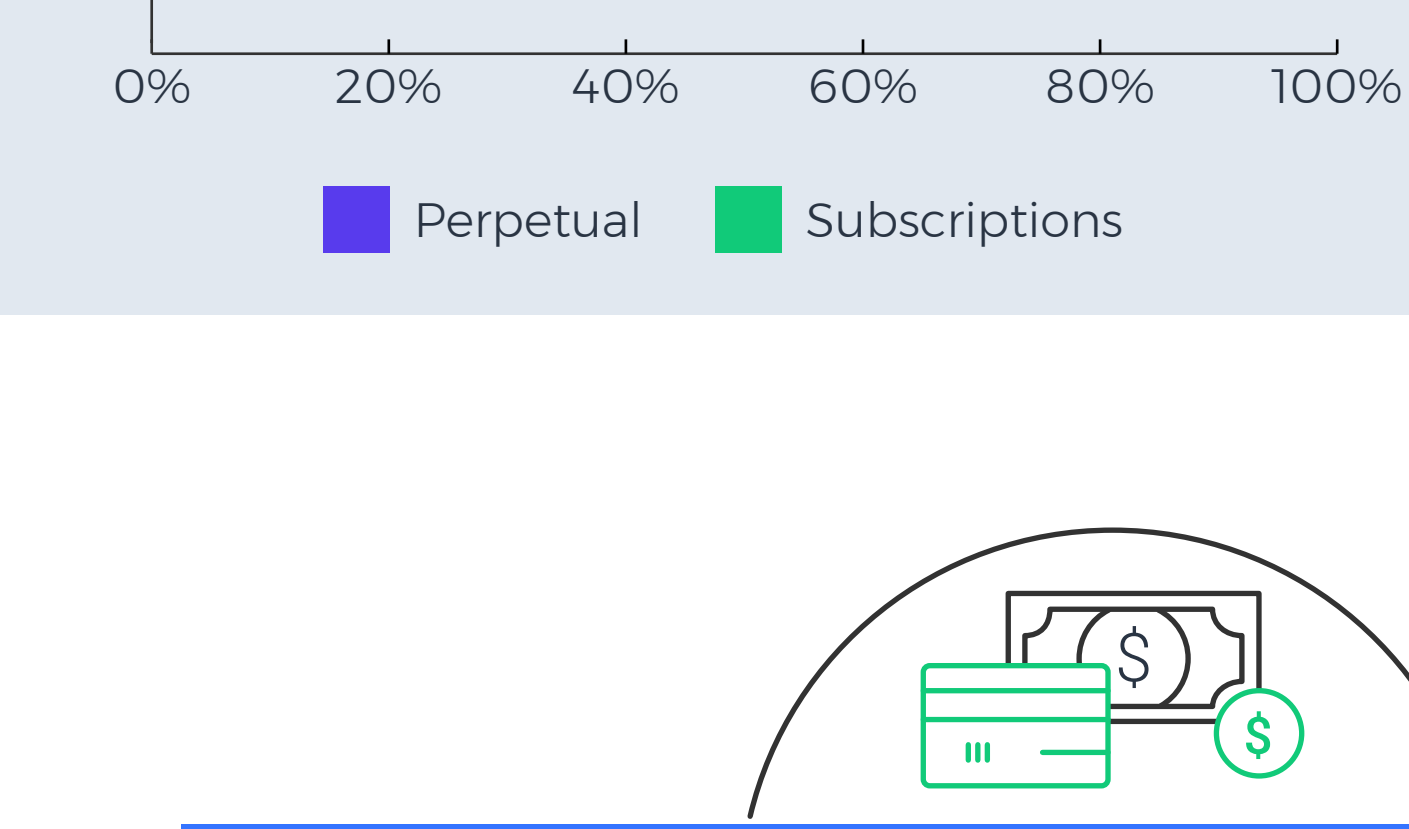


Top Software Products Sold Online - H1 2017



Subscription-based Sales on the Rise

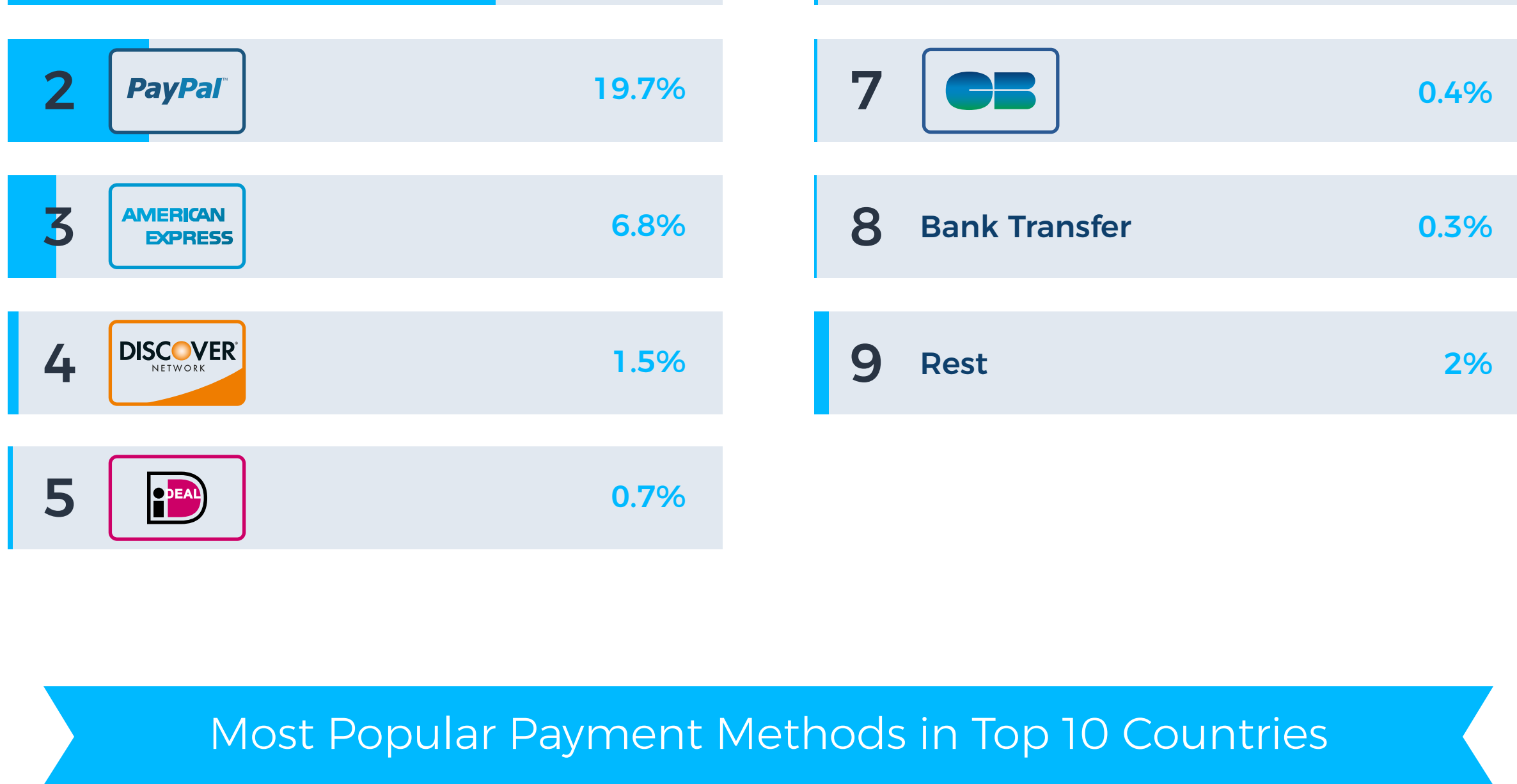
Subscription Model vs. Perpetual Model



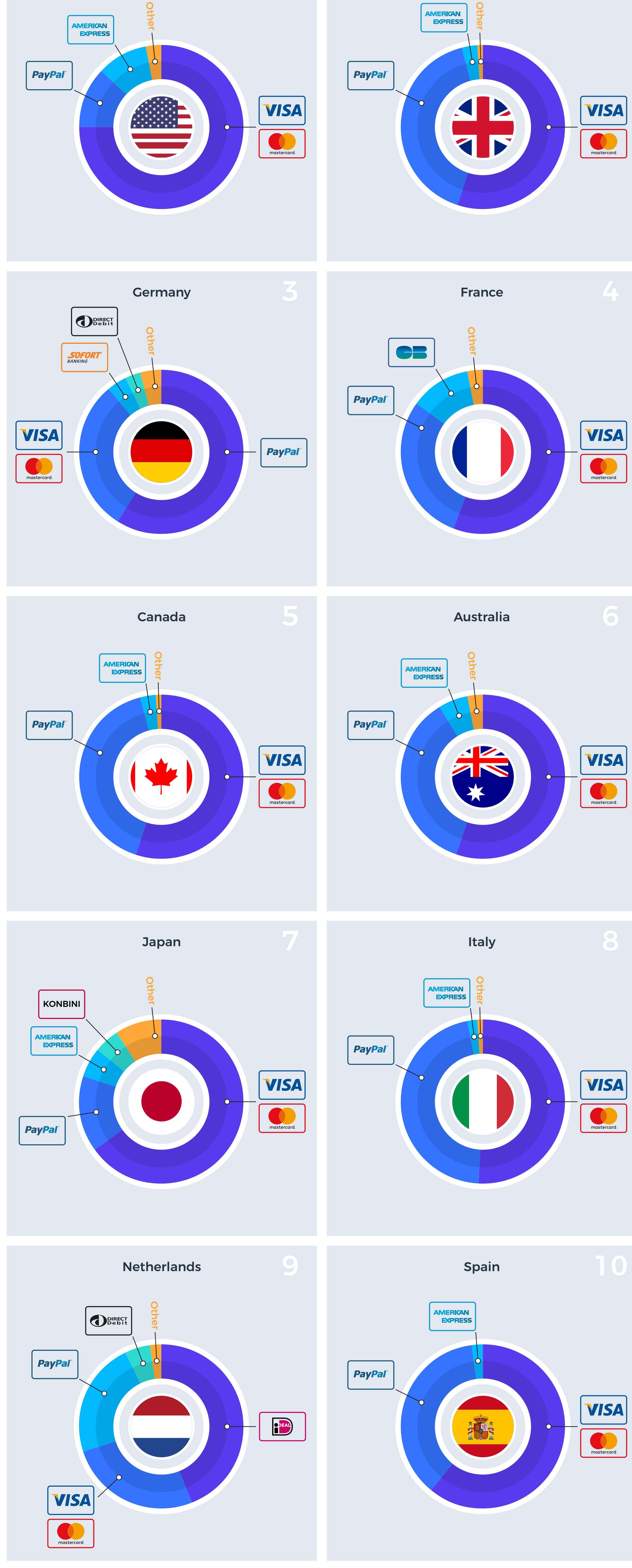
2012 = 49% of sales volumes are for subscription-based products & services

2017 = 75% of sales volumes are for subscription-based products & services

Top Payment Methods Worldwide



Most Popular Payment Methods in Top 10 Countries



Local Payment Methods - Interesting Stats by Country



Software Sales - Additional Revenue Sources

25%



Affiliate Sales

Generating on average 25% of revenue (analysis performed on vendors connected to the Affiliate Network and having at least one sale).

Promotions

Promotional sales bring, on average, 22.5% of revenues for vendors utilizing this marketing tool.



22.5%

4.5%



Cross-selling

Vendors get, on average, 4.5% of revenue from utilizing cross-selling tactics, with some reaching as high as 66%.

Up-selling

Vendors get, on average, 8% of revenue from utilizing up-selling tactics, with some reaching 59%.



8%

Get More Insights into Global Commerce

For more in-depth info on shopper preferences on a global level, download the whitepaper: "Global Commerce in Local Markets for Software and SaaS Companies"

[Download Whitepaper](#)

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